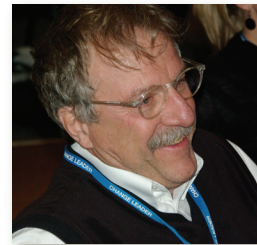


The Change Leader Program



The Change Leader Program is a professional development course & an active network of course graduates.

Participants attend a three-day intensive institute that lays the basics for assessing the environment for needs and opportunities, teaches the communication skills to shape and obtain commitment, and outlines the facilitation skills that transition groups and implement change. Following the institute, Change Leaders practice these skills by completing a certification project. Over 100 certified Change Leaders form a network of cultural and community leaders that share a common language, mentor each other, and convene through leadership circles and conferences.



"The very concept 'Change Leader' is revolutionary and empowering. It suggests that positive change is desirable and that leadership is crucial. It suggests that we don't have to be passive bystanders as the world changes. It suggests pro-activity. This is important for Utah now — perhaps especially now — when the enormous economic, cultural, environmental, and technological changes are occurring."

— Change Leader



Who are the Change Leaders?

Change Leaders are a varied group. Among them are artists, mayors, executive directors, volunteers, professors, government employees, business owners and many others. What they have in common is a connection to the arts and a level of engagement in their communities, or a desire to become involved.

BY THE NUMBERS

104 Change Leaders

52 cities

50% come from communities with populations under 50,000*

60% come from organizations with budgets under \$200,000*

*based on a 2010 Change Leader Impact Survey of 92 Change Leaders with 75% (68) respondents. Full text available.

CURRICULUM

Navigate group dynamics

Practice mindful listening

Demystify power

Leverage change

Examine leadership styles

Understand personalities

Facilitate change

Obtain commitment

Honor resistance

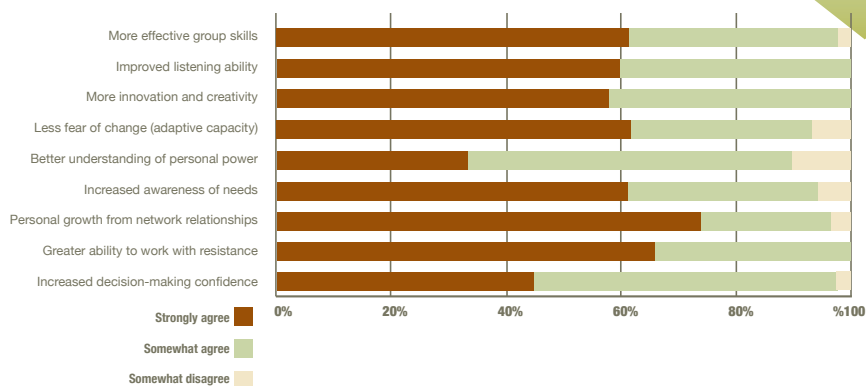
Explore negotiation tactics

Implement transitions

Communicate change

Build community

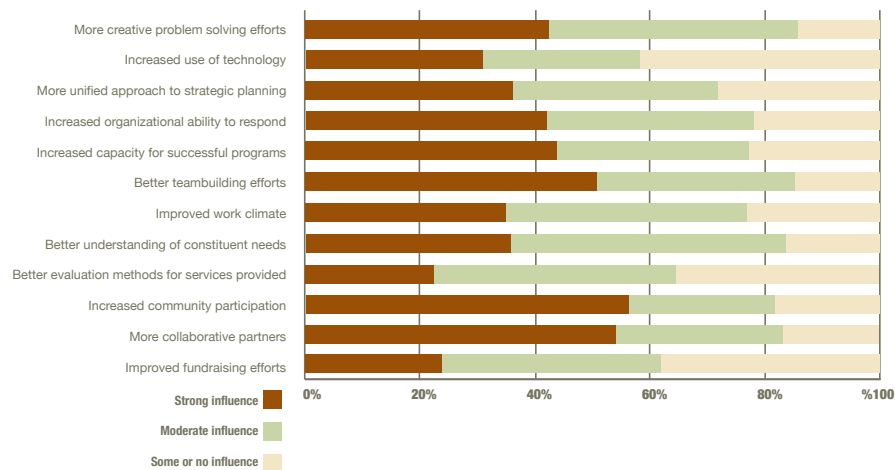
Personal Impact



- Over 95% credited personal growth to participation in the Change Leader network
- 75% strongly agreed that they are better able to work with resistance
- Over 90% report less fear of change
- Over 95% feel that they are more apt to be creative and innovative



Organizational Impact



- Over 75% credited the program with a moderate to strong influence on their organizations' community participation and collaborative partnerships
- Over 80% have positioned their organizations to better understand constituent needs and increase their capacity for successful programming.



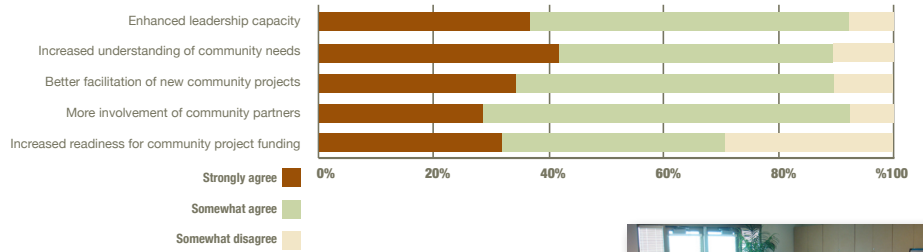
Listening

"The Change Leader Program has helped me to be more aware of others and their thoughts and feelings. It has also allowed me to train other leaders in my organization in ways of handling people and change."

— Change Leader



Community Impact



- Over 80% said the program has influenced their ability to form community partnerships
- Over 90% reported enhanced leadership capacity
- Over 84% indicated improved community needs assessment and facilitation abilities.



Build Community

CERTIFICATION PROJECTS *(partial list)*

To complete their training, Change Leaders design a certification project in which they apply the concepts they learn in the Institute. After examining their environment to identify a need, they plan a response, engage others, identify resources, negotiate, honor resistance, adjust plans as necessary and implement change. Each certification project is unique.

Built a 218 foot long mosaic dragon under Highway 89 that "roars" in traffic

Created an artists co-op in a local gallery and online

Created a more dynamic website based on board, staff and patron input

Created a cultural heritage tourism online toolkit

Extended a digital art archive beyond the Wasatch Front

Partnered with artists across Utah including Daggett, Duchesne and Uintah Counties

Generated collaborate marketing with seventeen arts organizations

Produced a feasibility study for artist live/work spaces

Brought several small arts organizations under one organizational umbrella

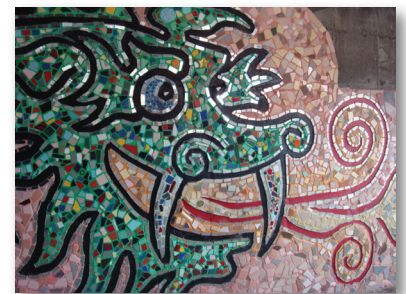
Built a self-sustaining facility contributing to community vitality and economy

Provided business training to artists and held an income generating winter festival

Galvanized community members in support of a county arts council



Certification Project display



The Sanpitch Dragon, a 300-foot wall mosaic in Gunnison, Utah.

"I especially enjoy the personal relationships that have developed and evolved because of ongoing participation in the program and the Change Leader network. It's all about people, and I have been inspired by many through this program."

— Change Leader

Leverage Change

Commitment



The Doors of Perception art exhibit and auction in Moab



Davina Pallone and a Sugarhouse art project



Sheryl Gillilan hugs a knitted tree.

CREATIVE COMMUNITIES

Creative Communities grants provided up to \$10,000 for economic development projects spearheaded by Change Leaders. Funding was competitive and based on potential economic impact and community involvement. Twenty projects were completed during the two years of funding and yielded greater than 300% return on investment

Produced locally created videos to project during Downtown Rising in Salt Lake

Created a three-block cultural district in Brigham City

Put art in vacant spaces and created an arts district in downtown Logan

Spearheaded Main Street beautification and arts events in Gunnison

Encouraged mixed-use development, including arts spaces, in Provo

Converted a vacant storefront to a downtown public radio studio in Logan

Established a memorial sculpture park in American Fork

Developed a botanical garden and sculpture for the Tremonton Library

Organized a series of community building art projects in Sugar House

Rebuilt the Helper City Main Street Park Stage

Promoted civic dialogue through Arts Talk and workshop in Moab

Replaced the bandstand/dance floor in Torrey

RANDOM ACTS OF ART

Random Acts of Art provides \$500-\$1,000 seed money to facilitate rapid response to community needs by artists or through artistic means. The small, timely projects rally communities and create tremendous public awareness opportunities. They also help Change Leaders leverage their ability to identify and respond to community needs. The quick turnaround applications are open year round.

Diverse groups gathered to create a temporary knitted public art installation

Teenagers explored solutions to bullying by improvising with Djembe drums

Generated a design to paint two landmark million gallon water tanks

College arts students mentored high school students at risk for non-graduation

Held an Earth Day celebration featuring upcycled musical instruments

Authors contributed stories and recipes for a cookbook to benefit the homeless

"I believe that I was a chaotic, happenstance changer before I took this program. During the process of the institute I had light bulbs going off left and right, connecting my instincts and actions to certifiable tools and skills. I feel that now I know how to create a path to positive change rather than just finding myself there grasping for straws."

— Change Leader

For more information visit artsandmuseums.utah.gov or contact

Wendi Hassan
whassan@utah.gov
801.860.6396

or Jason Bowcutt
jbowcutt@utah.gov
801.236.7554

UTAH DIVISION OF
arts & museums

UTAH DEPARTMENT OF
COMMUNITY AND CULTURE

ART WORKS.
arts.gov